

## CLAIMS

What is claimed is:

1. A method of automatically registering a set-top box in a network comprising:
  - 5 creating a first data record and a registration code wherein the first data record contains data relating to a user;  
establishing IP connectivity between the set-top box and an operator wherein connectivity is indicated by presenting a data input screen to the user;  
generating a unique user identifier that resides on the set-top box,
  - 10 wherein the unique user identifier is unperceptible to the user and is immutable by the user;  
binding the set-top box and a network account that resides on a network-server side of the network such that the unique user identifier is associated with the network account; and
  - 15 creating a user identity on the set-top box upon successful completion of binding the set-top box and a network account.